C4722-2

- Patience advised in wake of must-carry victory
- Data service barriers may soon fall, despite some Congressional dissent
- Industry scrambling picture getting murkier
- Rollins suit threat poses challenge to Philadelphia franchise process

Customer service: Automation taking hold

CableVision™

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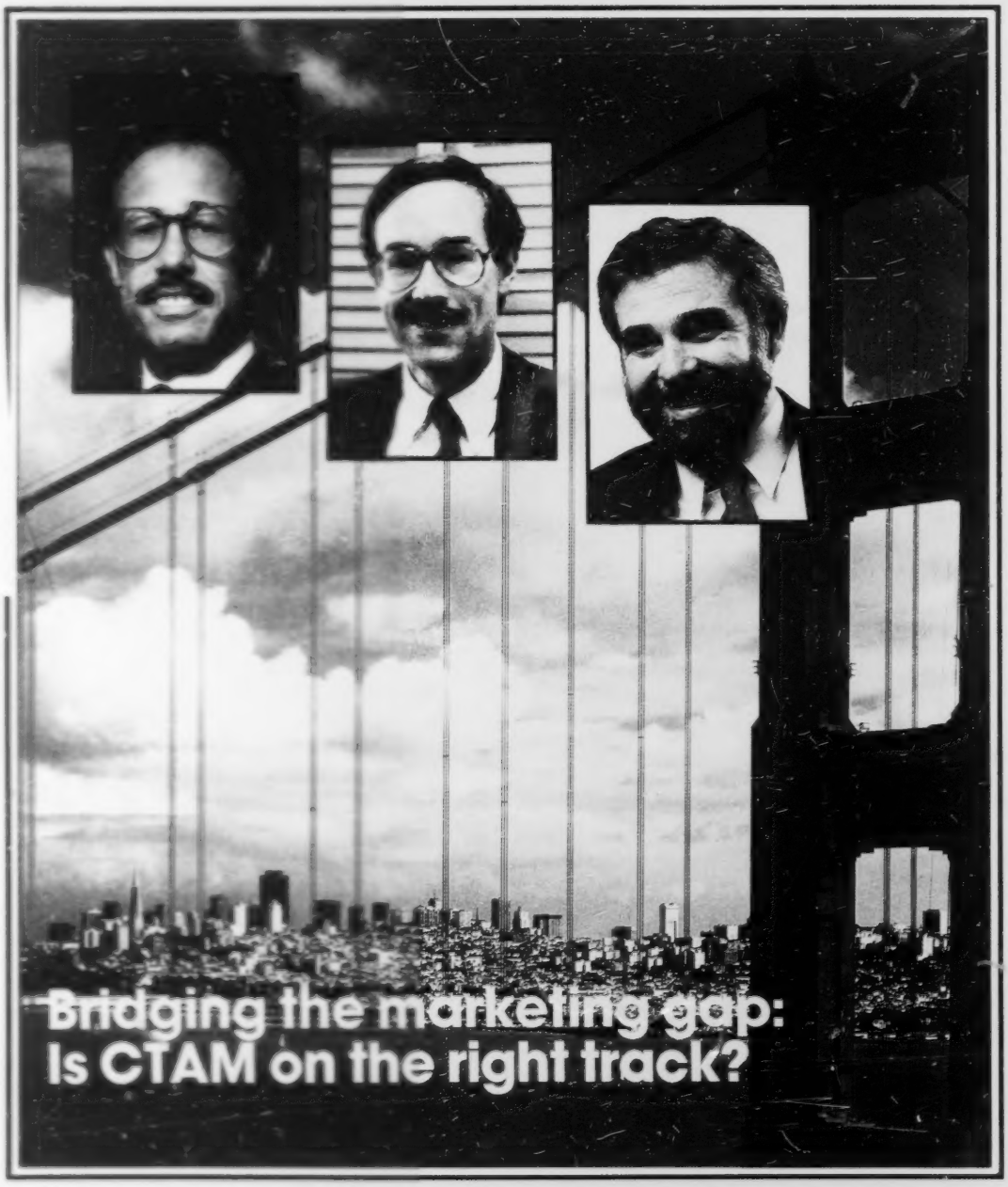

Bridging the marketing gap: Is CTAM on the right track?

Leading the Week

New policy ahead?

A new federal policy could be on the horizon that would prevent states from barring the entry of cable into the data communications field. An approaching FCC ruling is expected to ensure open access to the business communications market. 11

Must-carry ruling

Industry officials caution against overreacting to the U.S. Appeals Court's ruling on must-carry, since it is uncertain how long it will take for the repeal to become effective. 11

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EventTeleVision will change the focus of its pay-per-view venture from one focusing on special event programming to one driven by "early window" movies. The consortium has not yet signed on any systems, but is expecting to have 60 affiliates signed by the venture's launch in February.....13

Cleveland awards franchise

The Cleveland City Council has voted to give its cable franchise to North Coast Cable, a company which has agreed to hire Ohio Bell to build the 1,000-mile system Ohio Bell's participation will make the telco only the third local telephone company in recent years to have a key role in building an urban cable system. 13

OCI offer

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Suit threat in Philadelphia

Rollins Cablevision has threatened to sue Philadelphia if the city goes ahead with its plans to sign final franchise contracts with three companies without signing a similar one with Rollins 13

CTAM convention

Translating rhetoric into action is the focus of the Cable Television Administration and Marketing Society's upcoming convention in San Francisco. Some 900 cable officials are expected for the conference on "Bridging the Gap from Strategy to Reality 16

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The Choice Channel has stopped accepting sign-ups for upcoming *Fabian's Good Time Rock 'n Roll Show*. The pay-per-view offering will reach 2.7 million subscribers via 72 systems. 18

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Suit in D.C.

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Between court and FCC decisions, it appears Turner Broadcasting System's bid for control for CBS has been squashed. However, TBS claims it will continue its struggle. 22

Mid-America director speaks

The Mid-America Cable Cooperative has hit the 300,000-subscriber mark, Executive Director Mike Pandzik announced during his ongoing tour of state association meetings 24

Arbitron delays test

Arbitron has postponed its pilot test of "people meters," devices that measure what is on television and who is watching 28

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PHOTO COURTESY OF THE SAN FRANCISCO VISITORS BUREAU

San Francisco is hosting the CTAM '85 Conference August 4-7. Pictured left to right on the cover are Victor Parra, executive director; Charles Townsend, conference chairman; and Gary Weik, president.

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Manufacturers of automated telephone answering equipment stand to be the key beneficiaries as the cable industry strives to improve customer service and enters full-tilt into the pay-per-view arena.

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WTBS, USA maintain leads on Nielsen list

NEW YORK—WTBS and USA Network maintained their one-two standing on A.C. Nielsen's list of rated basic cable networks in May, one of four months throughout the year designated as "sweeps" periods by Nielsen and fellow television research firm Arbitron.

However, the rating, share and household delivery statistics for both networks were down from levels reached in the last such period three months earlier, according to the latest Nielsen data. No surprise there, industry experts point out, since overall television viewership is normally lower in May than in February.

The Atlanta superstation clocked a 1.9 rating and 6 share for the month, averaging 661,000 households per minute over a 24-hour period. Compared with February figures, WTBS and USA kept their share levels but dropped two rating points and about 52,000 homes apiece.

Turner Broadcasting's Cable News Network and Headline News, combined into one Nielsen meter report as of several months ago, registered a 0.7 rating and 2 share, and delivered 244,000 homes. In separate results last February, CNN recorded a 0.6 rating and 2 share (194,000 households), while Headline News posted a 0.4 rating and 1 share (61,000 households).

Of the basics releasing May counts, The Nashville Network was the only service getting increased household delivery over February, picking up about 9,000 homes.

May Nielsen rating breakdowns for MTV, Nickelodeon, Financial News Network and The Weather Channel, all of whom receive reports from the company on a quarterly basis, were not available. Late last week, MTV reported that it had averaged a 0.8 rating and 3 share on a 24-hour basis over the last three months, while Nickelodeon averaged a 0.8 rating and 2 share for its 7 a.m.-8 p.m. programming during the same time frame. Nickelodeon's rating does not cover the MTV Networks Inc. service's *Nick at Nite* bloc that premiered more than a month ago; the amount of subscribers able to view that daypart is below Nielsen's minimum requirement for regular tracking.

Lifetime, cracking the Nielsen reports for the frst time last March with a 0.3 rating and 1 share (*CV, 4/15/85, p. 25*), will release its May results in a few weeks. Network officials said Nielsen is reformatting its reporting system to accommodate specialized numbers on *Doctor's Sunday*.

Eight of the top 10 basic cable series rated by Nielsen in May belonged to WTBS, leading off with *Georgia Championship* (Wrestling)'s 4.3 rating and 1.4 million average household delivery. Another mat action series, *All American Wrestling*, was USA's entry on the list, and CBN Cable was represented by *Wagon Train* reruns.

February and May 1985 seven-day, 24-hour average audience ratings and household delivery

February 1985

Network	Rating	Share	HH Delivery
WTBS	2.1	6	713,000
USA	1.0	3	297,000
*Nickelodeon	1.0	3	246,000
CBN	0.9	3	252,000
MTV	0.9	2	229,000
ESPN	0.7	3	250,000
CNN	0.6	2	194,000
**TNN	0.5	1	110,000

May 1985

Network	Rating	Share	HH Delivery
WTBS	1.9	6	661,000
USA	0.8	3	245,000
CNN/Headline	0.7	2	244,000
ESPN	0.6	2	220,000
CBN	0.7	2	208,000
**TNN	0.5	1	119,000
MTV	NA		
*Nickelodeon	NA		
Lifetime	delayed		
FNN	NA		
TWC	NA		

*—7 a.m.-8 p.m.
**—9 a.m.-3 a.m.

Source: A.C. Nielsen data

Arbitron delays Denver testing of 'people meters'

DENVER—A pilot test of Arbitron "people meters"—devices said to measure not only what is on television, but who is watching, as well—has been postponed indefinitely because of mechanical difficulties.

Arbitron was to have installed some 200 homes in Denver by mid-summer, but a spokesperson in New York said that so far only "two or three" were working.

Described as a "totally new way to measure television audiences," the ScanAmerica people meter was on display at the national cable show in Las Vegas, Nev. It differs from conventional measurement tools in that each viewer is given a personal code and must periodically check in while watching the set.

As an adjunct to the experiment, subjects' product purchases would be tracked by means of an electronic data scan wand capable of reading universal product codes. Theoretically this would allow television stations and cable operators to make direct correlation between television viewing and buying habits.

—Victoria Gits

Film product comparison—August

Film	Pay Networks					Distributor
Adventures of Buckaroo Banzai	HBO		TMC			20th Century-Fox
Adventures of Marco Polo		(ST)	(TMC)		MAX*	S. Goldwyn
Against All Odds	(HBO)	(ST)	(TMC)		MAX*	Columbia
All That Jazz			TMC		(MAX)	20th Century-Fox
All the Right Moves	HBO				(MAX)	20th Century-Fox
Andersonville Trial, The				HTN		TEN
Angel					MAX*	New World
Aphrodite		ST				Atlantic TV
Apocalypse Now		ST			MAX	MGM/UA
Banjo, the Woodpile Cat	HBO					Banjo Productions
Barn Burning		ST				Cinema Signal
Being There			TMC		MAX	Lorimar
Bells Are Ringing			(TMC)	HTN*		MGM
Bishop's Wife, The			TMC*		(MAX)	Goldwyn
Bitter Harvest			TMC		MAX	Viacom
Black Stallion Returns, The		ST	(TMC)	(HTN)		MGM/UA
Bobby and Sarah	HBO					Multimedia Ent.
Brady's Escape	HBO		(TMC)	(HTN)		Satori
Brian's Song	HBO				(MAX)	Columbia
Broadway Danny Rose	(HBO)				MAX*	Orion
Buddy System, The	(HBO)		(TMC)	(HTN)	MAX	20th Century-Fox
Cannonball Run II	HBO	ST	TMC			Warner Bros.
Catherine & Co.		ST	(TMC)			Film Gallery
Challenge for Robin Hood			TMC			Warner Bros.
Champions					MAX*	Embassy
Chattanooga Choo Choo	(HBO)		TMC			April Fools
Children of the Corn					MAX	New World
Cloak and Dagger	HBO	ST	TMC	HTN		Universal
College	HBO					Rainbow TV Works
Come and Get It		(ST)	TMC		(MAX)	Goldwyn
Coney Island					MAX	20th Century-Fox
Crisis			TMC*			MGM/UA
Curtains			(TMC)		MAX	Simcom
Damien, Omen II	(HBO)		(TMC)		MAX	20th Century-Fox
Das Boot			TMC			Columbia
D.C. Cab	HBO				(MAX)	Universal
Dead Zone		ST*				Paramount
Deadly Force					MAX*	Embassy
Deal of the Century	HBO	(ST)	(TMC)	HTN*	(MAX)	Warner Bros.
Death Wish II			TMC			Viacom
Doctors and Nurses		ST	(TMC)			Satori
Draw!	HBO					Wholestar Productions
Dr. Detroit		(ST)	TMC		(MAX)	Universal
Dreamscape	HBO	ST	TMC			20th Century-Fox
Eddie and the Cruisers	(HBO)			(HTN)	MAX	Embassy
Eddie Macon's Run	HBO		(TMC)	(HTN)	(MAX)	Universal
Electric Dreams	(HBO)		TMC*	(HTN)		MGM/UA
Enchanted Journey				HTN		Film Gallery
Entre Nous			TMC*			MGM/UA
Executioner's Song					MAX*	Viacom
Fame	HBO				(MAX)	MGM/UA
Final Option, The	HBO		TMC			MGM/UA
Fighting Back			TMC			Paramount
Fleshburn		ST			MAX	Crown
Footloose		(ST)	TMC			Paramount
French Postcards			TMC			Paramount
Friendly Persuasion	HBO					Lorimar
Friends for Life				HTN		Corinth
Front, The	HBO					Columbia
Funny Lady				(HTN)	MAX*	Columbia
Gabriella					MAX	MGM/UA
Gandhi	HBO	(ST)	TMC*	HTN*	(MAX)	Columbia
Gang's All Here, The			TMC			20th Century-Fox
Gang That Couldn't Shoot Straight, The		ST				MGM/UA
Gaslight		(ST)		HTN*		MGM
Get Crazy					MAX	Embassy
Give a Girl a Break		ST				MGM/UA
Goldy-Last of the Golden Bears	HBO	(ST)				NU-Image Films
G'Ole				HTN		Warner Bros.
Grand Baby	HBO	(ST)				Rainbow TV Works
Gulag	HBO*					Lorimar
Hair			TMC*			MGM/UA
Haircut, The				HTN*		Universal
Hanky Panky	HBO					Columbia
Halloween			TMC		(MAX)	Compass Int'l
Hanover St.	(HBO)				MAX	Columbia
Hardcore				(HTN)	MAX	Columbia
Haunting of Harrington House		ST				Coe Films
Heat and Dust	(HBO)	ST				Universal
Hercules		(ST)	TMC*			Viacom
History of the World Pt. I					MAX	20th Century-Fox
Hockey Night	HBO					Cinar Films
Home From the Hill					MAX	MGM/UA
Hopscotch					MAX	Embassy
Hurricane	(HBO)		TMC*			Paramount
Ice Pirates	(HBO)	(ST)	(TMC)	(HTN)	MAX	MGM/UA
If You Could See What I Hear	(HBO)	ST*				The Movie Store
In Which We Serve			TMC			Janus
It's No Crush						
I'm In Love	HBO					LCA
Jaws III	(HBO)		(TMC)	HTN	(MAX)	Universal
Joy of Flying		ST*				K-Pay
Joysticks		ST*				Simcom
Kind Lady		ST				MGM/UA
Lady Vanishes, The					MAX	New Century
Last of the Red Hot Dragons	HBO					Telepictures
Leave 'em Laughing					MAX	Viacom
Lightning Swords of Death					MAX	Columbia
Little Foxes	HBO		(TMC)		(MAX)	S. Goldwyn
Lonely Guy, The	HBO		(TMC)			Universal
Lost and Found	HBO					Columbia
Lost Empire		ST				JGM
Love Letters	HBO		TMC			New Horizons
Making The Grade	HBO*		(TMC)			MGM/UA
Manny's Orphans		ST				Castle Hill
Man Who Knew Too Much, The				HTN*		Universal
Meatballs					MAX	Tri-Star
Merry Christmas, Mr. Lawrence			TMC			Universal
Metalstorm: The Destruction of Jared-Syn				HTN	MAX	Universal
Midnight Express	HBO				(MAX)	Columbia
Minor Miracle, A		(ST)		HTN		Universal
Minors	HBO					Alan Kingsberg
Misunderstood	HBO*		(TMC)	(HTN)	(MAX)	MGM/UA
Moonlighting				HTN*	(MAX)	Universal
Mother Lode		ST			(MAX)	Atlantic TV
Mr. & Mrs. Smith					MAX	RKO
Muppets Take Manhattan, The	HBO*					C/O
Murder In Space		ST				Showtime
My Father, My Rival	HBO					Scholastic Productions
Mystery Mansion	HBO		TMC			Pacific International
Naughty Wives					MAX*	Cannon
Neighbors	HBO	(ST)				Columbia
Never Ending Story, The	(HBO)	(ST)	TMC*			Warner Bros.
Never Say Never Again		ST*		(HTN)	(MAX)	Warner Bros.
New York Nights					MAX	Int. Talent
Night of the Shooting Stars			TMC			Warner Bros.
9 to 5	(HBO)	(ST)	TMC			20th Century-Fox
No Big Deal	HBO	(ST)				Film Gallery
O'Hara's Wife	HBO				(MAX)	O'Hara Productions
Old Maid					MAX	MGM/UA
O Lucky Man!			TMC			Warner Bros.
Omen, The		ST	(TMC)			20th Century-Fox
One and Only, The	(HBO)	ST	(TMC)			Paramount
Once Upon A Spy	HBO					Columbia
Oxford Blues	HBO	ST	TMC	HTN		MGM
Pennies From Heaven			TMC			MGM/UA
Phar Lap			TMC		MAX	20th Century-Fox
Pieces of Dreams					MAX*	MGM/UA
Police Academy	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Pope of Greenwich Village, The	(HBO)	(ST)	TMC*			MGM/UA
Prey, The			TMC*			NewWorld
Prisoner of War		ST				MGM/UA
Private School	HBO	(ST)			(MAX)	Universal
Prodigal, The		ST				MGM/UA
Psycho II		(ST)	TMC		(MAX)	Universal
Raffles		ST			MAX*	S. Goldwyn
Raiders of the Lost Ark	(HBO)	(ST)	TMC		MAX*	Paramount
Raise the Titanic		(ST)	TMC*			AFD
Rear Window			TMC*	HTN*		Universal
Red Dawn	HBO	ST	TMC		MAX	MGM/UA
Repo Man	(HBO)		(TMC)		MAX*	Universal
Reunion in Vienna		ST				MGM/UA
Revenge of the Nerds	HBO	ST	TMC		MAX	20th Century-Fox
Revenge of the Ninja		ST			(MAX)	Viacom
Right of Way	HBO					Karpf-Schaeffer
Road Games			TMC			Embassy
Romantic Comedy	HBO	(ST)	TMC	HTN		MGM/UA

Film	Pay Networks					Distributor
Rope			(TMC)	HTN*		Universal
Royal Wedding			TMC		(MAX)	MGM/UA
Scarface		ST			(MAX)	Universal
Scarface (1932)		ST		(HTN)		Universal
Secret Honor			TMC			Cinecom
Seems Like Old Times	HBO	(ST)	TMC		(MAX)	Columbia
Selkie the Seal		ST				Satori
Seven Magnificent Gladiators	HBO					Cannon Films Int'l
Sex Through a Window					MAX	Ted Mann
Sherlocke Holmes In The Baskerville Curse		ST				Primetime
Silent Movie					MAX*	20th Century-Fox
Silkwood	HBO	ST			(MAX)	ABC Motion Pictures
Sinbad the Sailor					MAX	RKO
Skirts Ahoy!					MAX	MGM/UA
Slapstick of Another Kind	HBO	(ST)				S. Paul Co.
Smokey and the Bandit III	(HBO)	ST		HTN	(MAX)	Universal
Soggy Bottom U.S.A.				(HTN)	MAX*	Com World
Somewhere Tomorrow	HBO	(ST)		HTN*		Film Gallery
South Pacific		(ST)	(TMC)		MAX	S. Goldwyn
Space Raiders		(ST)	TMC*			New Horizons
Spasms		ST				Andrew & Assoc.
Spy With My Face		(ST)		HTN*		MGM
Starstruck	HBO					LCA
Star Trek III: the Search for Spock		ST*				Paramount
Strange Brew	HBO		(TMC)			MGM/UA
Strange Invaders	HBO				(MAX)	Orion
Streets of Fire	HBO			HTN	MAX	Universal
Summer School Teachers					MAX	Viacom
Surf II	(HBO)	(ST)			MAX	Film Gallery
Suspicion					MAX	RKO
Sword of the Valiant	HBO	ST				Viacom
Tale of Two Cities		ST				20th Century-Fox
Tea For Three		(ST)			MAX	Private Screenings
Terry Fox Story, The	HBO					Robert Cooper Productions
Tex	(HBO)	(ST)	(TMC)	(HTN)	MAX	Buena Vista
They're Playing With Fire		ST				New World
39 Steps, The					MAX	New Century
This Is Spinal Tap	(HBO)				MAX	Embassy
Three Little Words			(TMC)	HTN*	(MAX)	MGM
Ticket to Hollywood			TMC			Atlantic TV
Tin Man			TMC			Goldfarb
Tobacco Road			TMC			20th Century-Fox
To Be Or Not To Be					MAX	20th Century-Fox
Tom Horn			TMC*		(MAX)	Warner Bros.
Tommy					MAX	Columbia
Tom Sawyer		(ST)	(TMC)		MAX*	MGM/UA
Trading Places		(ST)	TMC			Paramount
Transplant					MAX	TLF
Twist, The			TMC*			Tri-Star
Ultimate Warrior			TMC*			Warner Bros.

Film	Pay Networks					Distributor
Unfaithfully Yours	(HBO)	(ST)	(TMC)	HTN*	(MAX)	20th Century-Fox
Unforgiveable Secret, The	HBO					Greengrass-Olin
Until September	HBO	ST				MGM/UA
Vamping			TMC			Atlantic TV
Very Delicate Matter, A	HBO					NA
Vice Squad	HBO					Embassy
Walk On the Wild Side				HTN*	(MAX)	Columbia
Waltz of the Torreadors			TMC			Janus
Wanderers, The			TMC			Warner Bros.
Warloads of the 21st Century			TMC			Viacom
Westerner, The		ST				Goldwyn
When We First Met	HBO					LCA
Wholly Moses!	HBO					Columbia
Wicked Lady, The		(ST)			MAX*	Viacom
Wilder Summer, The	HBO					LCA
Wild Pony, The	HBO*	(ST)				Pony Film Products
Windwalker	HBO	ST				Pacific International
Woman In Red, The	HBO					Orion
Workin' For Peanuts	HBO					Scholastic Productions
Young Bess		ST				MGM/UA
Zelig	HBO		(TMC)	(HTN)		Warner Bros.

Cable Network Legend
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in March, April, May, June, July and/or August.
- An asterisk indicates the film is a carry-over from March, April, May, June, July and/or August.
- In total, 228 films appear on the August schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, 15 films have played on four of the five services, 27 films have played on three services and 66 films on two services. One hundred and fifteen were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 31, followed by Universal with 22 and Columbia and 20th Century-Fox with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.	4,680,938	(3/85)
2	American Television and Communications Corp.	3,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,867	(3/85)
5	Storer Cable Communications	1,510,000	(3/85)
6	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7	Continental Cablevision	1,033,000	(4/85)
8	Times Mirror Cable Television, Inc.	978,340	(3/85)
9	Newhouse Broadcasting	910,100	(4/85)
10	United Cable Television	806,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp.	713,500	(4/85)
13	Sammons Communications, Inc.	659,716	(4/85)
14	Cablevision Systems Development Co.	596,749	(3/85)
15	Rogers Cablesystems, Inc.	589,357	(4/85)
16	Jones Intercable inc.	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp.	453,094	(3/85)
19	Heritage Communications, Inc.	447,192	(3/85)
20	McCaw Communications	382,810	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,415	(3/85)
2	Woodbury (Long Island), NY Development	Cablevision Systems	230,960	(3/85)
3	Manhattan, NY	ATC	208,907	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	186,000	(3/85)
7	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,989	(4/85)
11	Cincinnati, OH	Warner Amex	133,000	(3/85)
12	Englewood, CO	United Cable	125,406	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,468	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,500	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.